



Sustainable Consumption

Sustainable finance is about aligning our financial decisions to our personal values, concerns, and aspirations, in line with the sustainable development goals. It may seem distant at first, but here are some simple actions that you can undertake to be part of the change.

Do you have in mind that even before saving money, the main financial decision that you take each day is your consumption?

It's up to you!

Consumption & production are key drivers of the global economy, thus having an immense role in encouraging and facilitating sustainable development. Every spending in a company's product constitutes its annual revenue, and its stakeholders dividends. Shifting towards sustainable consumer behaviour could reduce our ecological footprint, mitigate climate change, and aid the achievement of sustainable development goals.

i Sustainable development stands for “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”¹

i Global sustainable society should be “founded on respect for nature, universal human rights, economic justice, and a culture of peace.”²



For this first mission, we invite you to download an application (or two!) that can help you create a more sustainable lifestyle

We act for good (WAG)

WAG is a digital platform proposed by World Wide Fund (WWF). The main goal of this app is to encourage and assist grand public in transforming their habits and in adopting a sustainable lifestyle.

Yuka

This app presents the composition of consumers' favorite products and ranks them. Consumers just need to scan a product's barcode to get a score out of 100 and a meaningful color (green, yellow, red). The app even suggests substitutes when the rating is red.

¹ Brundtland, G.H. 1987. Our Common Future: Report of the World Commission on Environment and Development. Geneva, UN-Dokument A/42/427.

² Bosselmann, Klaus, and J R. Engel. 2010. The Earth Charter: A Framework for Global Governance. Amsterdam, The Netherlands: KIT Publishers.



Own your finances

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Do you feel confident about money, investment, and able to make your own financial decisions? Most of us are not, but it's an issue we can solve!

i Financial literacy is a “a combination of awareness, knowledge, skill, attitude and behaviour necessary to make sound financial decisions and ultimately achieve individual financial wellbeing”.¹

In the OECD international survey of adult financial literacy in 2020, the sampled participants scored an average of 12.7 over 21, showing an inadequate grasp of basic financial concepts such as savings, interest rates, investments, and inflation. Worryingly, the study highlights that the degree of financial illiteracy is more prevalent among women, youth, and less-educated people.

Financial literacy is fundamental for sustainable finance, as informed clients are more able to get interested in the impact of their investments. This impact is usually understood along the Environmental, Social and Governance (ESG) criteria. To avoid practices focused solely on maximizing financial returns, it is necessary that retail consumers ask for positive impact and for transparency on sustainability issues!

It's up to you!



For this second mission, we invite to gain confidence concerning your financial decisions, by learning about finance and sustainability as well!

Get ready to save money!

A funny trick - among all the good ideas one could find on TikTok ;) Write the numbers from 10 to 50 on cards, two times. Each week, draw out 2 cards and save the amounts on the card (in cash or in your account). How much money could you save by the end of the year?

We let you do the maths!

Learn by yourself online

- [Environmental-finance.com](https://www.environmental-finance.com)
- [Investopedia.com](https://www.investopedia.com)
- [Lafinancepourtous.com](https://www.lafinancepourtous.com)
- [Novethic.com](https://www.novethic.com)
- [Thebalance.com](https://www.thebalance.com)

¹ OECD INFE. 2011. Measuring Financial Literacy: Core Questionnaire in Measuring Financial Literacy: Questionnaire and Guidance Notes for conducting an Internationally Comparable Survey of Financial literacy. Paris: OECD.



Ask your advisor

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Do you wish to have any information about the impact, positive or negative, of the investments made from your savings account?

The money you earned is used to finance the economy, and it is generating a financial return. It can also have a positive or a negative impact on the environment and society. Do you care to know what projects your money is supporting? You can't know what they are if you never ask!

Your bank adviser is the closest person you can refer to. He or she should be able to give you informing concerning climate-financial risk management assessments, ESG criteria and sustainable labels.

In France, you can ask for the labels "ISR" & "Greenfin". In addition, we advise the App "Rift" that can scan your financial accounts!

You are concerned if you have:

- Financial account
- Savings account
- Loan undergoing
- Life-insurance



But even if you don't, raise the issue to your advisor for your future self, and to show to the financial industry that you care about this!

It's up to you!



For this third action, we invite you to contact your bank advisor (even digitally), to enquire on its sustainable products and practices.

The following questions could help you to gain more information about the subject:

- For what purpose are deposits in my savings account being used? What are the projects your bank invests in?
- Can you explain to me the sustainable labels in finance, and how to access the funds?
- Does your bank offer any sustainable/ ESG deposit products?
- How do you analyse the degree of sustainability of a company or a project, as well as its risks and returns?
- Has your bank pledged to support the alignment of financial flows with a low-carbon, sustainable economy?
- Is there any way to keep track of the bank's actions and progress?



Crowdfund(ing)

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Would you be interested in investing directly to support the projects you believe in?

It's up to you!

i Crowdfunding is “the practice of funding a project or an activity by raising many small amounts of money from a large number of people, usually using the internet.”¹

For individuals wishing to invest their money and have an impact through their savings, crowdfunding is an efficient approach to sustainable finance. Indeed, it enables to invest directly in projects, in a transparent and innovative manner. There exists a broad spectrum of crowdfunding models, with diverse features and ranging from purely economic to social models: peer-to-peer, equity-based, or donation-based financing. Crowdfunding can be used for projects of various natures, from journalism, music, independent film products, start-ups, infrastructure, renewable energies, civic projects, or even video games.

Obviously, you should stay careful on websites credentials and ESG analysis. For more information, you can visit the European Crowdfunding Network. In France, there is a label “Crowdfunding for Green Growth”.

✓ For this fourth action, we invite you to explore a myriad of crowdfunding platforms that allow individuals to thoroughly think about the impact of their money.



Founded in 2006, Mightycause is an online non-profit fundraising software that is mission driven and committed to empower individuals with the causes they believe in. Since its inception, Mightycause has raised over \$600 Million.³
<https://www.mightycause.com/>



Founded in 2014, Lendahand is an online for-profit impact investing platform. Lendahand gives individuals the opportunity to invest in entrepreneurs and SMEs in emerging markets, enabling individuals to fight poverty and get a return on their investment.
<https://www.lendahand.com/en-EU>



Founded in 2014, LITA.co aims to participate actively and effectively in reducing social and environmental inequalities around the world. It offers digital impact investing solutions to citizens, in terms of impact, maturity, and investment. Since its launch, LITA.co invested €48millions.
<https://fr.lita.co/>



Founded in 2016, EcoTree rewards you simply for buying tree, and not with just a pat on the back but also financially! Over 50 000 persons are now happy-tree owners. EcoTree is the laureate of Finance for Tomorrow's Challenge “Fintech for Tomorrow”.
<https://ecotree.green/en/>

¹ Advanced Learner's Dictionary. 2021. Crowdfunding noun, OxfordLearnersDictionary.com

² Martinez-Climent et Al. 2019. Sustainable Financing through Crowdfunding. Sustainability



Get Involved

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Do you know that your voice can be heard so you can help advance the sustainable finance agenda to reach the Sustainable Development Goals?

Regulations and policies are a cornerstone for the development of sustainable finance practices. The UN PRI monitor their evolution in its program “The Inevitable Policy Response”, concerning five key topics: (1) corporate ESG disclosures; (2) stewardship (3) investors’ duties to incorporate ESG considerations; (4) national/regional sustainable finance strategies, and (5) taxonomies of sustainable economic activities.

In Europe, the “Sustainable Finance Action Plan” is redefining the framework of the financial sector, and supports the “Green Deal” investment project for the economic recovery of the continent.

The work of NGOs is essential to influence the industry and to increase the visibility of the topic. For example, you can discover the work of 2Dii, WWF, BetterFinance, ShareAction, Oxfam, Reclaim Finance.

It's up to you!



For the fifth and final mission, we invite you to discover as much as you can about sustainable finance and stay updated on the topic to be able to influence its future development:

Read your classics:

Positive Finance, Philippe Zaouati, 2015

Climate: the financial challenge, Pierre Ducret & Maria Scolan 2016

Principles of Sustainable Finance, Dirk Schoenmaker & Willem Schramade, 2018

In French: *Placements verts, mythes et réalité*, Guillaume Sommerer, 2021

Report: “Increasing citizens awareness on sustainable finance”

The authors of these missions are Master students from SciencesPo Paris. We wrote a report dedicated to help you better understand the issues rendering sustainable finance. Discover our report here!

Finance for Tomorrow is a French association promoting sustainable finance. Connect to our social medias, sign up to our newsletter, and discover our publications for more information!